

Impact Factor:

ISRA (India) = 4.971
ISI (Dubai, UAE) = 0.829
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHHI (Russia) = 0.126
ESJI (KZ) = 8.716
SJIF (Morocco) = 5.667

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)
International Scientific Journal
Theoretical & Applied Science
p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)
Year: 2020 Issue: 04 Volume: 84
Published: 20.04.2020 <http://T-Science.org>

QR – Issue



QR – Article



Aziza Sherboboevna Kholboboeva
Uzbekistan State World Languages University
PHD student,
Tashkent, Uzbekistan

GENERAL FEATURES OF TOURISM ADVERTISEMENT DISCOURSE

Abstract: The present article is intended to study the system of writing advertisement denoting to the sphere of tourism. Tourism is an integral part of society, being in the modern era of a global phenomenon. In tourism, a variety of advertising media are used to promote tourism products. Advertising texts have their own characteristics. They are classified depending on the audience and category of the advertised product. The impact in the advertising text is carried out using persuasion tools and means of verbal imagery. In this regard this article discusses the essential criterias of writing touristic advertisement.

Key words: advertising appeal, components of advertising, element of advertising, motive consumers, basic functional style, specific form, target audience, attract the attention of potential tourists.

Language: English

Citation: Kholboboeva, A. S. (2020). General features of tourism advertisement discourse. *ISJ Theoretical & Applied Science*, 04 (84), 261-263.

Soi: <http://s-o-i.org/1.1/TAS-04-84-45> **Doi:**  <https://dx.doi.org/10.15863/TAS.2020.04.84.45>

Scopus ASCC: 1203.

Introduction

“Tourism is the set of licit activities developed by visitors by reason for their displacements, including the attractions and the means that originated them, the facilities created to satisfy their needs” [3, p111]. It is a term which includes a range of types such as cultural tourism, health tourism, gastronomic tourism, ethnic tourism, nature tourism, urban tourism, alternative tourism, eco-tourism, religious tourism, agro tourism, volunteer tourism, theme tourism, geo-tourism, shopping tourism, recreation tourism, sports tourism, spiritual tourism, industrial tourism and etc. The perception of tourism as a new human activity generating multiple effects was slowly formed but the first attempts to define it emerged in the transition period from the 19th to the 20th century. As Euripides said “Experience, travel - these are education in themselves” firstly, educational and instructive elements of travel was emphasised; much later, people drew attention to its economic effects [1, p220]. The tourism sector has already received an assessment of the attractiveness due to benefits and preferences.

The value of the text in the advertisement is very high. The success of advertising largely depends on the extent to which the rules will be followed when

writing the text, what is its reliability and value. But immediately it is worth emphasizing that the verbal text is only one of the components of advertising. The success of the text also depends on the quality of the advertising image and on how they fit together and to what extent they are combined.

It is customary to distinguish five basic functional styles in advertising:

- official business;
- scientific and professional;
- journalistic;
- literary colloquial;
- familiar spoken.

Buhler attempted to show the extent to which tourism language is comparable to other languages by examining four principal properties: functions, structure, tense, magic. Dann adds four additional characteristics of the language of tourism, which distinguish the language of tourism from other forms of communication:

- 1) lack of sender identification;
- 2) monologue;
- 3) euphoria;
- 4) tautology [3,p116-117].

Impact Factor:

ISRA (India)	= 4.971	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.126	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.716	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 5.667	OAJI (USA)	= 0.350

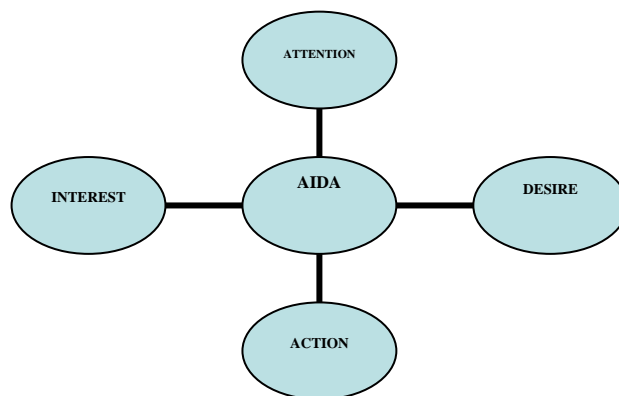
New Marks's classification seems to be more applicable when translating texts in tourism brochures. He considers three functions for language:

- 1) Informative: language for exchanging information;
- 2) Expressive: language for describing event;
- 3) Vocative: language for encouraging and persuading people for doing actions [1,p266].

Special attention is paid to appellative models/strategies as the most striking manifestations

of language emotionality, the features of emotional argumentation in comparison with rational ones are analyzed, and the sphere of social norms of emotional behavior caused by cultural peculiarities is touched upon.

From the point of view of syntactics, advertising discourse has a formulaic character, connected by a rigid sequence of elements. The ad formula includes four elements that follow each other in a strict sequence.



Picture 1. The AIDA model

The term, AIDA and the overall approach are commonly attributed to American advertising and sales pioneer, E. St. Elmo Lewis. [Barry, 1987] In one of his publications on advertising, Lewis postulated at least three principles to which an advertisement should conform:

The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement. [The Bankers' Magazine, Vol.78, pp. 710–11.]

Unlike other texts (scientific, artistic) actions in advertising texts as mythological discourses are absolutely specific. In advertising, as can be seen from the diagram, you can not mechanically rearrange the specified order, without violating the intent of the whole.

Attention — an intriguing key word, title (no more than 4-5 words). The first phrase of the advertising text must contain a communicative event.

Interest — the message about the characteristics of the product are unknown to the patient (2-3 sentences).

Desire — the culminating node of suggestion (impact), the purpose of which is to cause an acute desire of the buyer to possess the product, most often exists in the form of a slogan or an iconic (pictorial) sign.

The culmination of advertising discourse is based on two psychological premises: a) the expectation of the unexpected (curiosity) and b) a sense of security. The combination of two psychological prerequisites makes the solution of the desire problem quite successful.

The absence of such an event makes further advertising text meaningless

For the language of advertising, it is important to distinguish between oral and written discourses, the structure of which has its own differences. Oral advertising discourse allows for a greater lexical and grammatical variation, while prosody (the system of pronunciation of percussive and non-percussive, long and short syllables in speech) plays a significant role. Written advertising discourse has its own construction features. Punctuation plays an important role in this process. The use of punctuation in written speech, as well as prosody in spoken speech, largely determines its rhythm, its perception by the audience. The main structural elements of advertising texts are the title, main text, and motto; subtitle, inserts and frames, seals, logos, and autographs (signatures) are also used. [Prokhorov S.N.,2013.-72 p]

There is no definite answer to the question of which style is best used in advertising. The style chosen for the advertising appeal is determined by the specifics of the company, the objectives of the advertisement, as well as the characteristics of the target audience to whom the appeal is addressed. For example, in advertising for business circles, a tourism company aims to make itself widely known as a solid

Impact Factor:

ISRA (India)	= 4.971	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 0.829	PIHHI (Russia)	= 0.126	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.716	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 5.667	OAJI (USA)	= 0.350

potential partner. Such an advertising appeal should carry a maximum of professional information. In advertising, aimed at the mass consumer, it is advisable to focus on information about tours, their routes, programs, package of services, prices. This information must be presented to customers in an attractive, interesting, friendly manner.

Advertising appeal - a means of presenting the information of the advertiser (travel agency) to the consumer, having a specific form (text, visual, symbolic, etc.).

Advertising appeal is a central element of advertising, as it is:

- represents the advertiser to the target audience;
- focuses most elements of advertising communications;
- helps to attract the attention of potential tourists and the formation of their positive attitude both to the travel company itself and to the products it offers; is the main tool to achieve the goals of advertising.

The importance of verbal language for advertising is very important. Really, advertising images attract the attention of consumers and express some key points of advertising.

But it is precisely thanks to verbal signs that these key points are interpreted strictly according to the advertising and communicative intentions of the advertiser and advertising agencies. In addition, most advertising images are not able to cover the semantic space as a whole. Therefore, in a huge stream of advertising information appeal, which is a simple list

of the merits of a product, can hardly be noticed by potential customers. It will have extremely small chances of viewing (listening) by the consumer to the end.

Conclusion.

It's simply impossible to force someone to read advertisement. Therefore, there must be "something" in the appeal itself to encourage the consumer to do this. When developing an advertising appeal, the creative individuality of its creators is manifested. At the same time, there are general provisions in this purely creative process.

Firstly, it is necessary to analyze the specific properties of the proposed product and develop a list of advantages and benefits derived by the client from his consumption;

Secondly, clearly identify the target audience, which will be directed advertising appeal;

Thirdly, correctly assess the basic needs and motives of consumers of the selected segment. The fact is that the consumer's desired response from the point of view of the advertiser is possible only if it coincides with his needs and causes a certain interest.

Therefore, the advertising appeal should have its own motivation and

Addressee. Thus, advertising aimed at the tourist as the final consumer of the advertised tourism product should be different from the one whose target audience is tourism business specialists.

References:

1. Sandwijn, C. (2004). *Advertising: Theory and Practice*. C. Sandwijn, W. Fry-burger, C. Rotzal. Moscow.
2. Morozova, N. S. (2008). *Advertising in the socio-cultural service and tourism: Textbook* / N. S. Morozova, M. A. Morozov. Moscow: Academy.
3. Sheinov, V.P. (2003). *Effective advertising. Secrets of success*. Moscow: Os -89.
4. Bezrutchenko, Yu. (n.d.). *Description of the decision-making process on the acquisition of tourist services* [Electronic resource]. Retrieved from http://centralasiatourism.kz/books/marketing_v_sotsialno_kulturno/8_4_xarakteristika_protsesta_p/1.html
5. Serova, E. V. (n.d.). *The effectiveness of advertising impact on consumer behavior in the tourism sector*. [Electronic resource] - Retrieved from <https://cyberleninka.ru/article/n/effektivnost-reklamnogo-vozdeystviya-na-povedenie-potrebitelny-v-sfere-turizma>
6. (n.d.). Retrieved from <https://dictionary.cambridge.org/dictionary/english-russian/>.